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## **ABSTRACT**

A fluorescent article is disclosed comprising a polymer matrix comprising a polymer having in its backbone repeating units of a U.V. light absorbing moiety, or a moiety capable of being transformed by photo-Fries rearrangement into a U.V. light absorbing moiety, the matrix further comprising a fluorescent dye. The matrix affords surprisingly improved fluorescence protection as compared to prior fluorescent articles having only U.V. light absorbing additives.